

State Litter Prevention Campaign Raises Awareness – November 2002

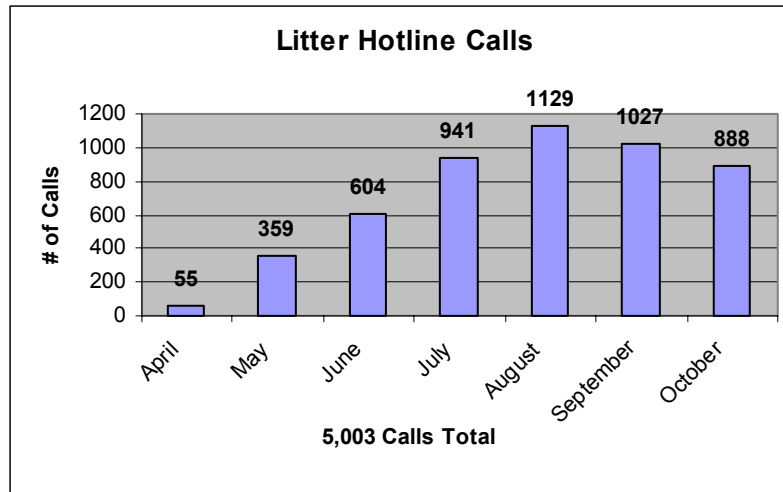
The Department of Ecology launched the “Litter and it will hurt” campaign with a series of news conferences in April 2002. News conferences held in Seattle, Spokane, Richland and Vancouver, generated significant media attention to the litter problem and the campaign. The objectives of this first year of the campaign were to raise awareness of the fines associated with littering and about the toll-free litter hotline.

Data suggest that the State made good progress towards achieving the first year objectives of raising awareness. Telephone survey results provided to Ecology by Belo Marketing Solutions and Survey U.S.A. are presented in the table below. More specific information about the main campaign strategies follows.

Comparison of Benchmark and Tracking for the Litter Campaign April – September 2002
➤ 51% of respondents have seen or heard the slogan “Litter and it will hurt.” Up from 14% in the benchmark study.
➤ 70% of respondents remember seeing road signs, posters or a slogan about litter. Up from 57% in the benchmark study.
➤ 32% of respondents remember seeing or hearing advertising, news or public service messages about littering. Up from 23% in the benchmark study.
➤ 28% of respondents are aware of a toll free number to report littering. Up from 20% in the benchmark.
➤ 17% believe that they are not at all likely to get caught and fined. This is down from 27% who believe they are not at all likely to get caught in the benchmark study.
➤ 42% of respondents would say that fines for littering are very severe or severe. Up from 31% in the benchmark.

Media: Humorous television and radio commercials that focus on the fines for littering were broadcast statewide over a 16-week period. They feature Torquemada, the Grand Inquisitor from the 15th century, arguing for stiffer punishments for litterers. Several sponsors produced their own commercials with the campaign litter message, adding depth and breadth to the media buy. On television, 2,843 spots were aired, not including “free time,” creating and estimated 53 million gross impressions.

Litter Hotline: In conjunction with the campaign launch, Ecology started a litter hotline. By dialing 1-866-LITTER-1, people can report the license plate number of vehicles they see litter coming from. The license plate is cross-referenced with the registered owner of the vehicle, who will get a stern letter from Washington State Patrol. The hotline is available 7 days a week, 24 hours a day. Calls have steadily increased since April 2002, as presented in the table below.



Signage: The Washington State Department of Transportation posted 136 new “Litter and it will hurt” road signs statewide. The signs feature the campaign slogan and the litter hotline phone number. Sign specifications were also provided to local governments, some of whom opted to post the signs on county roads and local streets.



Website: A website with information about statewide litter programs and the “Litter and it will hurt campaign” was launched in conjunction with the campaign. It contains information about litter laws, fines, publications, various litter pickup program, and statistics, with separate pages dedicated to information about the campaign. As of September 2002, over 10,312 people had visited the new website. The address is: www.ecy.wa.gov/programs/swfa/litter

Enforcement: Washington State Patrol (WSP) was Ecology’s primary partner on enforcement issues. In addition to helping manage the litter hotline, WSP helped the campaign by reinforcing the campaign message through issuance of tickets, written and verbal warnings. At the time of this writing, statistics from 2002 were not yet available, but in 2001, WSP issued 4,351 litter citations.

Distribution of Campaign Materials: Ecology had a limited print budget for campaign materials such as car litterbags, posters, window decals and bumper stickers. Design materials were provided to our local government and state agency partners to produce on their own. Ecology also coordinated a joint-order on behalf of our partners to meet minimum order requirements and to qualify for a volume discount. Through this program 120,000 litterbags,

5,000 posters, 20,000 stickers, and 20,000 window decals were ordered and distributed. Over 20 entities participated, ensuring broad distribution of campaign materials.

Partnerships: The campaign would not have been successful without the participation and support of other state agencies, local governments and businesses statewide. Partners helped the campaign succeed through signage programs, distribution of materials, media relations, special events, displays, media sponsorship and messaging. Primary campaign partners are highlighted in the table below.

Major Campaign Partners	
• Private Sector:	– Lincoln Mercury Dealers of Washington
	– Ziggy's Home Improvement
• Public Sector	– American Car Care
	– BELO Television and Belo Marketing Solutions
• Non-Profit Sector	– Fox Sports Net
	– Mariners
• Public Sector	– Department of Transportation
	– Washington State Patrol
• Non-Profit Sector	– Department of Natural Resources
	– Department of Corrections
• Non-Profit Sector	– Parks & Recreation Commission
	– Local Government - County Solid Waste & Public Works Departments
• Non-Profit Sector	– Washington State Recycling Association
	– Local Communities

The “Litter and it will hurt” campaign is currently scheduled to continue through 2003, taking advantage of the positive momentum generated in 2002.